Marketing Intern

Details
** This internship can be done remotely **

**Schedule:** 10 hours per week, from September 2021 to December 2021 (exact start and end dates TDB), with the potential to extend past the Fall /QuarterSemester.

**Salary:** This is a volunteer, unpaid internship. If you are using this internship to gain course credit or seek out grants with your college, please include this information in your cover letter.

**To apply:** Along with your resume, please send us a brief cover letter highlighting why you’re interested in the program. Send your materials to atalantak@homelessgardenproject.org and include the internship position for which you’re applying in the subject line. Applications accepted on a rolling basis until the position is filled.

Description
The Homeless Garden Project (HGP), founded in 1990 and based in Santa Cruz, California, provides job training, transitional employment and support services to people experiencing homelessness. In addition, HGP operates a thriving community education and volunteer program. Our programs take place on our 3.5 acre organic farm and related social enterprises.

We are seeking an enthusiastic and hardworking intern who will support our Value-Added Enterprise program. The Marketing Intern will design email marketing campaigns and blog posts using online software.

Responsibilities
- Write 2 blog posts per month with accompanying photo and design.
  - Topics for the blog posts will vary and include: Recipes using our pantry items, “Behind the scenes” like how a product is made, ingredient highlights, company updates (like new product releases), and meet the makers to focus on trainees and staff.
- Repurpose content from our organizational newsletter.
- Write and design 1-2 marketing newsletters a month. The focus here is to increase online sales, and draw locals into our storefronts.
- Create 1-3 graphics a week (likely in Canva) to post in our social media outlets.

Qualifications
- Self-motivated, detail-oriented individual
- Ability to prioritize, multi-task and meet deadlines
- Dependability, flexibility and ability to maintain confidentiality
- Superb communication skills, both written and verbal
- Interest in social justice
- Ability to work independently and with others, including staff, volunteers, donors and vendors
- A demonstrated commitment to HGP’s mission and values
- Excellent ethical standards and personal integrity
- Experience with Canva, Shopify, Google Suite and email software programs are a plus
Intern Will Gain:
- Diverse skills and hands-on experience for a growing nonprofit organization
- Experience supporting Homeless Garden Project marketing coordination and communications
- Experience creating email campaigns and blog posts
- Opportunities to contribute and implement creative insights and feedback regarding value-added enterprises
- Opportunities to interact with professionals in both nonprofit and for-profit sector

Work Schedule/Time Commitment
Start Date: September 2021
End Date: December 2021; possibility of extension
Commitment: ~10 hours per week

The Homeless Garden Project is an equal opportunity employer. People of color, transgender and gender-nonconforming people, women, people with abilities in multiple languages, immigrants, and people living with disabilities are encouraged to apply.